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OPI REPORT

Office of Public Instruction
Ed Argenbright
Superintendent

FEBRUARY 1988

ASBESTOS CONFERENCE AND EXPOSITION

Asbestos problems of schools and other building owners and managers will be examined at the Mid-America Asbestos Conference and Exposition at the Kansas City Merchandise Mart on March 22 and 23. The event is sponsored by the Mid-America Association of Asbestos Contractors.

Conference topics will include frustrations and concerns about the new federal AHERA asbestos-in-schools law, updates on new federal and state regulatory proposals, influencing the regulatory process, establishing asbestos control programs, training and certification, finding the right professionals, and developing in-house operations and maintenance programs.

Ample time will be allowed for questions and comment during the conference sessions. Registration fee is $49 which includes access to conference sessions and exhibit booths, conference materials and a buffet reception for participants, presenters and exhibitors. Headquarters hotel for the Conference is the Doubletree in Overland Park, Kansas, located just a few blocks from the Merchandise Mart.

For registration forms and additional information, contact the MAAAC office, 414 South 11th St., Lincoln, NE 68508; phone (402) 475-0162.

CHANGES IN DISTRICTS' GASOLINE PURCHASES

Effective January 1, 1988 schools no longer will be allowed to buy gasoline tax-free. Instead, schools will have to follow the same procedures used by school bus contractors: pay the tax and then file for a refund or credit on the tax paid.

STILL ROOM IN PAIDEIA CONFERENCE

Nationally recognized author and lecturer Mortimer Adler will present a Paideia Conference (based on his book, *The Paideia Proposal*) in Butte on April 22-24, 1988. Hotel, meal, tuition and material costs will be paid by a grant from the Burlington Northern Foundation. The only cost to a district will be travel and teacher release time if you have to miss school to arrive in Butte by 7:00 p.m. on Friday. The conference will adjourn by 11 a.m. on Sunday to allow most teams to travel home by a reasonable hour.

The conference will introduce the Paideia Proposal reform of basic schooling to educators in Montana. Paideia is a Greek word meaning the general learning that all human beings should possess. The Proposal's credo is that the best education for the best is the best education for all. Paideia's most important goal is to help students in elementary schools and high schools to think and reason for themselves through socratic seminars on great works and through coaching of skills such as reading, speaking, and calculating.

Fifty teams of four people will participate. Teams may consist of two teachers and any combination of superintendents, principals, or trustees. To register for the conference call or write Marilyn Miller, Executive Assistant (444-3656).

MARKETING YOUR PUBLIC SCHOOLS

By Audrey Olson
Information Consultant
Great Falls Public Schools

No matter the size of your district, the image and support of it are dependent upon keeping your public informed and involved. The Great Falls school district has found that by using a "Did you know...followed by a one-liner" approach for a yearly report we were able to tell the public "in a nutshell" many things about our district.

To let the people who "pay the bill" know what happens in their school system, we have published an eight-page newsprint tabloid as an advertising supplement to the *Great Falls Tribune* annually for the past three years. The publication was designed to provide a refreshing alternative to an annual report. It was a vehicle whereby we could balance negative district news with many little-known successes and facts about the district. In addition to voters, we targeted audiences such as businesses and families seeking a new location, new district employees, and civic groups.

The initial step was to send a personal letter to all district administrative supervisors, coordinators, and directors, requesting them to submit "did you know" one-liners about their area of responsibility. With nearly 400 one-liners submitted each year, it was difficult to edit them down to 135 because we felt it essential to use a large, easy-to-read type in the supplement. By design, information was inserted in random order so that each succeeding sentence would refer to a different area of the district's program and encourage people to continue reading. The publication presented a wealth of facts about the school district--from academic honors and the economic impact of school district salaries on the community to the employment rate of local special education graduates. Accented with appealing photographs, it included information from every area of the school district and essentially presented the annual report of the superintendent.

Because all of our voters reside in Cascade County, widespread distribution at a reasonable cost was obtained by purchasing an advertising supplement to the local paper, which was distributed only in Cascade County to 28,000 residents at a cost to us ranging from 9 cents to 10 cents each.

The success of the endeavor was measured by the results of the school levy elections and by responses received from the targeted audience. Voters approved the school levies by a wide margin. The overwhelming response from the community and district employees was, "I read the whole thing!" and "I didn't know that!" If copying is the sincerest form of flattery, the publication's success was evident by the use of an almost identical format by the Spokane Valley Schools, Libby Public Schools, Kalispell Public Schools, Livingston School District 4 and 1, and the Rocky Mountain Easter Seal Society for their yearly reports. Billings Public Schools used the "did you know" format in its monthly newsletter in the *Billings Gazette*. A copy of the 1986-87 report has been placed in the Cascade County centennial time capsule.

Further recognition was received when the 1984-85 report was awarded a first place "Montana Addy" award for excellence in non-profit advertising in statewide commercial competition sponsored by the Montana clubs of the American Advertising Federation.

For copies of the Great Falls Public Schools' yearly report, write to Audrey Olson, Information Consultant, Great Falls Public Schools, P.O. Box 2428, Great Falls, MT 59403, or phone 791-2324.

ROBERT C. BYRD HONORS SCHOLARSHIP PROGRAM

The Robert C. Byrd Honors Scholarship Program was developed to promote student excellence and achievement and to recognize exceptionally able students who show promise of continued excellence. Seventeen $1,500 academic scholarships are available to Montana students for the 1988-89 academic year for study in any public or private non-profit institution of higher education.

Selection of students includes outstanding academic performance, the promise of continued academic achievement and statewide geographic considerations.

Deadline for applications is March 11, 1988. Applications are available from Nancy Lukenbill, Office of Public Instruction, State Capitol, Helena (444-4422).

May 3 is National Teacher Appreciation Day!!!!

FOR SALE

For sale by sealed bids: One Groen self-contained, jacketed, 30 gallon soup kettle, Model EE-30. Sealed bids will be taken until March 1, 1988. Jean Nuesse, District Clerk, Charlo Public Schools, Dist. 7J, Charlo, MT 59824.

CALENDAR

FEBRUARY

Feb. 4-5--Board of Public Education, Great Falls (444-6576)

Feb. 10--Conference: "Counseling, Students' Needs, and the Technological Society: High Touch in a High Tech Age," Missoula Vo-Tech Center (444-5663)

Feb. 10-11--Workshop: Assertive Discipline T.E.A.M. Administrator, Glendive (not Billings, as noted in *Montana Schools*) (442-2518)

Feb. 7-13--Montana DECA Week

MARCH

11--Conference: *Resources for the Emotionally Disturbed Student*, Butte (444-2046)

23-25--Conference: *Montana State FHA Leadership Conference*, MSU (444-2059).

24-25--Board of Public Education, Helena (444-6576)

MISSING CHILDREN INFORMATION

The following is the State Dept. of Justice's most current list of missing Montana children and teenagers (age 17 and under). For details on the Missing Children Program, call Bill Erwin, Dept. of Justice, Helena, 444-3625. (PD=Police Dept.; SO=Sheriff's Office; TP=Tribal Police). Also, if you are uncertain about the status of a student in your school who is not on this list, call the Dept. of Justice.

NAME	SEX	RACE	DOB	AGE	HT/WT	HAIR	EYES	STATION
Burshia, Roberta	F	I	060171	16	506/138	BRO	BRO	Great Falls
Downs, Woody	M	W	041971	16	510/170	BLK	BRO	Polson
Hankins, Jeremy J.	M	W	032681	7	300/50	BRO	BLU	Dept. of Justice
Haynes, Heather D.	F	W	080281	7	400/45	BLN	HAZ	Billings
Hevener, Nicole L.	F	W	070778	10	300/31	BRO	BRO	Dept. of Justice
Knupp, Darrah	F	W	092070	17	504/107	BLN	HAZ	Dept. of Justice
Kuritz, Russel R.	M	W	061372	15	508/125	BLN	BLU	Billings
Matt, Wendy	F	I	052170	17	504/115	BLK	BRO	Polson
Powell, Shannon	F	W	052071	16	504/130	BLN	BLU	Deer Lodge
Robertson, Kimberly	F	W	082770	17	502/130	BLN	BLU	Deer Lodge
Shoemacher, Brian	M	W	072870	17	506/130	BRO	BLU	Miles City
Smith, Hope	F	W	092572	15	501/103	BRO	BRO	Helena
Stinger, Mercedes	F	W	073180	8	46/50	BLN	BLU	Billings
Stinger, Dorian	M	W	061578	10	54/68	BRO	BRO	Billings
Wood, Kristy A.	F	W	121476	12	XXX/XXX	RED	BLU	Dept. of Justice

Office of Public Instruction
State Capitol
Helena, MT 59620